

BEAT KANSAS

The Missouri Store wearing its Beat Kansas Dress is at its best. Every Missouri student is proud of the big store; the "hang-out" of all the Missouri students. We have spent a week in preparations and are all ready for the Big Game and the big crowd.

Our Telephone and Student Directory are for your use all the time. They may help a lot in locating friends while so many visitors are in town.

The visitors want some souvenir of

the University. The most satisfactory remembrance is a picture. You will do your friends a favor by telling them of the new University View Books; the 12-1-60 series

What the Missouri Store Will Do

We'll supply the color and add much to the volume of Missouri noise. Megaphones all sizes; Pennants and Armbands of all kinds.

We'll feed a lot of the big crowd in the College Room; sandwiches and all kinds of drinks.

We have the best line of Souvenirs; Miniature Columns, View Books, Pennants, Banners, Pillows, etc.

We'll furnish the loafing place after the game. Come in and talk over how the Tigers made that fourth touchdown.

We'll give the scores of all the other games. The score of the Nebraska-Michigan and all the other games east and west will be posted in our window about 6 o'clock.

Will have a Bureau of Information

The Meeting Place for Missourians

The Missouri Store

Southwest Corner University Campus